

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM407357

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SC Licensing, LLC		12/01/2016	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Rachel Ashwell's Prairie, LLC		
Street Address:	5420 West 83rd Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90045		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5016022	THE PRAIRIE BY RACHEL ASHWELL	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310.228.3700		
Email:	rwalsh@smrh.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	1901 Avenue of the Stars, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	36BW-195413-143		
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.		
SIGNATURE:	/jmp/		
DATE SIGNED:	12/01/2016		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARK AND REGISTRATION THEREOF

THIS ASSIGNMENT is made by and between SC Licensing, LLC, a California limited liability company, having a place of business at 5420 West 83rd Street, Los Angeles, CA 90045 (hereinafter "Assignor"), and Rachel Ashwell's Prairie, LLC, a Texas limited company having a principal place of business at 5420 West 83rd Street, Los Angeles, CA 90045 (hereinafter "Assignee").

WHEREAS, Assignor owns all rights, title and interest in and to the trademark and the United States Registration thereof identified below (hereinafter the "Mark" or the "Registration"), along with the goodwill of the business appurtenant to said Mark and Registration:

Trademark	Registration No.	Registration Date
THE PRAIRIE BY RACHEL ASHWELL	5,016,022	August 9, 2016

WHEREAS, Assignor has agreed to assign all right, title, and interest in the Mark and the Registration to Assignee, including the goodwill associated with the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, and to confirm title to the Mark and the Registration, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark, together with any and all claims, demands, and causes of action for infringement of the Mark, past, present and future, and all of the proceeds from the foregoing. Assignor agrees never to challenge the validity or ownership of the Mark or Registration.

SIGNED at Los Angeles, California, effective this 1 day of December, 2016.

SC LICENSING, LLC

By: 

Jaimee Seabury
Chief Operating Officer

SMRH:479903932.1